

US PATENT APPLICATION SERIAL NO. 09/818,052

ATTORNEY DOCKET NO. INTC-001/01US [NOW 11351.02]

inserting the local meta data into the broadcast signal in response to a determination in the evaluating step to make the insertion, to obtain a modified broadcast signal; and

broadcasting the modified broadcast signal to the viewers.

45. (NEW) The method of claim 44 wherein the local meta data comprises triggers.

46. (NEW) The method of claim 44 wherein:

the generic meta data further comprises content; and

the local meta data comprises triggers and content.

47. (NEW) The method of claim 44 further comprising:

repeating the evaluating step; and

broadcasting the broadcast signal to the viewers in response to a determination in the repeated evaluating step to not make the insertion.

48. (NEW) The method of claim 47 wherein the inserting step comprises:

substituting the local meta data for the generic meta data in the broadcast signal in response to a determination in the evaluating step to make the insertion, to obtain the modified broadcast signal.

49. (NEW) The method of claim 44 further comprising:

stripping the generic meta data component from the broadcast signal prior to the evaluating step.

50. (NEW) The method of claim 49 further comprising:

repeating the evaluating step;

inserting the generic meta data back into the broadcast signal in response to a determination in the repeated evaluating step to not make the insertion, to obtain a reconstructed broadcast signal; and

broadcasting the reconstructed broadcast signal to the viewers.

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51. (NEW) The method of claim 44 further comprising:

characterizing the distribution point by a local parameter that includes one of the following: a priority level parameter, a geographical region parameter, an ID parameter, or any combination of the foregoing;

wherein the generic meta data component further comprises content and a plurality of announcements, each of which includes a generic parameter selected from one of the following: the priority level parameter, the geographical region parameter, the ID parameter, or any combination of the foregoing; and

wherein the evaluating step comprises comparing values of the generic parameters and the local parameter.

52. (NEW) The method of claim 51 wherein the generic parameters and the local parameter are defined by options established by an Advanced Television Enhancement Forum specification.

53. (NEW) A system for controlling a display of enhanced television content for viewers from a distribution point such as a regional television network, a local television network affiliate, a local cable head end, or an internet service provider, the system comprising:

a broadcast signal receiver for receiving a broadcast signal comprising a video component and a generic meta data component, the generic meta data component comprising triggers;

a local meta data center for storing local meta data of particular relevancy to the viewers;

a first processor component coupled to the broadcast signal receiver for evaluating the generic meta data component to determine whether to make an insertion of the local meta data into the broadcast signal;

a second processor component coupled to the local meta data center for selecting the local meta data in response to a signal from the first processor component to make the insertion;

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an inserter coupled to the second processor component for receiving the local meta data, and further coupled to the broadcast signal receiver for inserting the local meta data into the broadcast signal to obtain a modified broadcast signal; and
a transmitter coupled to the inserter for broadcasting the modified broadcast signal to the viewers.

54. (NEW) The system of claim 53 wherein the broadcast signal receiver comprises a stripper for removing the generic meta data component from the broadcast signal and furnishing the generic meta data component to the first processor component.

55. (NEW) The system of claim 54 further comprising:

a third processor component coupled to the stripper for selecting the generic meta data component in response to a signal from the first processor component to not make the insertion;

wherein the inserter comprises a component for receiving the generic meta data from the third processor component and inserting the generic meta data back into the broadcast signal.

56. (NEW) A system for controlling a display of enhanced television content for a first group of viewers comprising:

a first distribution point comprising:

a first broadcast signal receiver for receiving a broadcast signal comprising a video component and a first meta data component, the first meta data component comprising triggers;

a first local meta data center for storing first local meta data of particular relevancy to a second group of viewers that includes the first group of viewers;

a first processor component coupled to the first broadcast signal receiver for evaluating the first meta data component to determine whether to make an insertion of the first local meta data into the broadcast signal;

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- a second processor component coupled to the first local meta data center for selecting the first local meta data in response to a signal from the first processor component to make the insertion of first local meta data;
 - a first inserter coupled to the second processor component for receiving the first local meta data, and further coupled to the first broadcast signal receiver for inserting the first local meta data into the broadcast signal to obtain a first modified broadcast signal; and
 - a first transmitter coupled to the first inserter for broadcasting the first modified broadcast signal; and
 - a second distribution point comprising:
 - a second broadcast signal receiver for receiving the first modified broadcast signal from the first transmitter, the first modified broadcast signal comprising the video component and the first local meta data component;
 - a second local meta data center for storing second local meta data of particular relevancy to the first group of viewers;
 - a third processor component coupled to the second broadcast signal receiver for evaluating the first local meta data to determine whether to make an insertion of the second local meta data into the broadcast signal;
 - a fourth processor component coupled to the second local meta data center for selecting the second local meta data in response to a signal from the third processor component to make the insertion of second local meta data;
 - a second inserter coupled to the second processor component for receiving the second local meta data, and further coupled to the second broadcast signal receiver for inserting the second local meta data into the first modified broadcast signal to obtain a second modified broadcast signal; and
 - a second transmitter coupled to the second inserter for broadcasting the second modified broadcast signal to the first group of viewers.